

SCION SLAM 2005 NATIONAL MILITARY BASE TOUR LAUNCHES THIS SPRING



TORRANCE, CA (February 17, 2005) -Thousands of US Military Personnel and their families will have the opportunity to experience and compete in the SCION SLAM 3 ON 3 Military Base Basketball Tournament touring the country this Spring. The traveling 1 -day tournament plus "Tip Off Party" will visit 14 locations around the country, impacting a total of 34 US Military Installations across multiple branches: Army, Navy, Air Force and Marines.

SCION, a brand that recognizes the value of the individual and the remix, will extend their brand identity to US Service Members and their families. Launching March 4th, members of the US Military will be able to participate in an all-day 3 on 3 Basketball Tournament at each tour stop. Each stop kicks-off with a Friday night on-base "Tip-off" party featuring local DJs spinning the most recent hip-hop music. In addition to the tournament, SCION SLAM will feature interactive entertainment and ride & drive courses for test drives in the SCION xA, SCION xB and SCION tC. Scion will also offer a variety of other activities and opportunities to win prizes including a SCION vehicle of your choice.

The national tour begins in San Antonio, TX on March 4-5. It will visit 14 locations and directly involve multiple military installations reaching a total base population of more than 500,000.

Army, Navy, Air Force and Marine Morale, Welfare and Recreation delivers leisure and support services to enhance the life of the Military community -- Soldiers, their families, civilian employees and military retirees. The 2005 SCION SLAM 3 ON 3 Basketball Tournament is proud to be an MWR event. Working closely with the MWR Divisions the event will feature on-line pre-registration, urban hip-hop entertainment and family friendly activities. Each location will have a tournament winner and one base per military branch (based on percentage of participation at the tournament) will be awarded overall SCION SLAM Champion and receive a Gala party celebrating the victory.

The SCION SLAM 3 ON 3 Basketball Tournament will visit the following locations and include the following US Military Installations:

Date	Location	Bases Included
3/5	Lackland AFB, TX	Lackland AFB, Randolph AFB, Brooks AFB
3/19	Ft. Bragg, NC	Ft. Bragg
3/26	Ft. Knox, KY	Ft. Knox, Ft. Campbell
4/2	Naval Station Norfolk, VA	Naval Station Norfolk, NAB Little Creek, Oceana NAS, Dam Neck, Norfolk Naval Shipyard, Yorktown, Naval Weapons Station, Cheatham Annex, Huntington Hall, Northwest Annex, Naval Support Activity Norfolk
4/9	Ft. Hood, TX	Ft. Hood
4/16	Naval Base Coronado, CA	Naval Base Coronado, North Island NAS, Naval Medical Center, Naval Station, Naval Base Point Loma, Camp Pendleton, MC Air Station Miramar
4/22*	Travis AFB, CA	Travis AFB
4/30	Ft. Lewis, WA	Ft. Lewis
5/7	Ft. Carson, CO	Ft. Carson
5/14	Ft. Riley, KS	Ft. Riley, Ft. Leavenworth
5/21	Naval Station Great Lakes, IL	Naval Station Great Lakes
6/11	Newport Naval Station, RI	Newport Naval Station, New London NSB
6/18	Ft. Belvoir, Washington, DC	Ft. Belvoir, Walter Reed AMC, Ft. Myer/McNair, Ft. Meade, Ft. Detrick
6/25	Ft. Drum, NY	Ft. Drum

* Event on a Friday

The tournament is open to all authorized U.S. Department of Defense Morale, Welfare and Recreation Patrons (active duty, retired military, reservist, National Guard, Department of Defense civilians and other Department of Defense ID card holders, and their spouses and family members) who are 17 years of age or older at time of the tournament only at the aforementioned bases and may register at www.scion.com/scionslam. Attendees who wish to participate in the ride-and-drive activities must be at least 18 years of age and hold a valid driver's license.

Scion, a Marque of Toyota Motor Sales, USA, Inc. 19001 S. Western Ave. Torrance, CA 90509. For more details and registration information please visit www.scion.com/scionslam Lead Agency for Scion Slam Tour is The Passion Group Manasquan, NJ. www.thepassiongroup.com

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